

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

AD# BUC131-D1 REQ# M18641 "THE BUCK STARTS HERE" - PAGE 4/C 8-3/4 X 11-1/2 NATIONAL, 1990

Printed in U.S.A.

THE BUCK STARTS HERE



**Full rich flavor,
not full price.**

Available in Kings & Kings Lights.

Kings: 14 mg "tar," 1.1 mg nicotine - Kings Lights:
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Mr. suggested retail price.

© Philip Morris Inc. 1990



2061194027